Claims:

1. A computer-implemented method for graphically displaying media buying options, the method including receiving a cost attribute and an exposure attribute for each media buying option and displaying a plot of available media buying options, wherein the media buying options are plotted against a first axis corresponding to said cost attribute and a second axis corresponding to said exposure attribute.

2. The method of claim 1, wherein the step of displaying a plot of available media buying options includes evaluating a set of media buying options against filter criteria and displaying only the media buying options that satisfy the filter criteria.

3. The method of either claim 1 or claim 2, including providing on the display an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

4. The method of claim 3, wherein the indicator is a line or band in the plot showing the outer limit of media buying options that maximise or minimise the absolute value of the exposure attribute per unit cost.

5. The method of claim 4, including forming the line or band so as to have only a positive or a negative gradient along substantially the entire length of the line or band.

6. The method of claim 4, wherein the line or band is calculated and plotted as an average of a group of options that maximise or minimise the absolute value of the exposure attribute per unit cost for each of a plurality of segments of the plot.

7. The method of any one of claims 3 to 6, wherein the indicator shows the media buying option or options that maximise the absolute value of the exposure attribute per unit cost.

8. The method of any one of claims 1 to 7, further including allowing a user to select media buying options displayed in the plot.

9. The method of claim 8, further including displaying a total cost of all previously selected media buying options.

10. The method of claim 8 or claim 9, further including displaying at least one total exposure attribute for all previously selected media buying options.

11. The method of any one of claims 8 to 10, further including allowing a user to select media buying options displayed in the plot by directly selecting a media buying option within the plot.

12. The method of any one of claims 1 to 11, further including allowing a user to select the metric used as the exposure attribute for the media buying options.

13. The method of any one of claims 1 to 12, including differentiating in said plot any media purchase options that have been previously selected from those that have not been selected.

14. The method of claim 13, wherein when repeat purchases of a media buying option are possible, the method includes identifying in said plot the number of times each media buying option has been selected.

15. The method of claim 14, further including identifying in said plot the number of times each media buying option has been selected by displaying each media buying option as a number in said plot, the number indicating the number of times that media buying options has been selected.

16. The method of any one of claims 1 to 15, including providing an option for the user to display, in a second plot having a first axis corresponding to or related to said cost attribute and a second axis corresponding to or related to said exposure attribute only previously selected media purchase options.

17. The method of claim 16, wherein media buying options plotted in the second plot are plotted by the negative of their cost and/or exposure attributes.

18. The method of either claim 16 or claim 17, including providing on the display an indicator of the media buying option or options that maximise or minimise the

absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

19.   The method of any one of claims 1 to 18, further including allowing a user to select a plotted media buying option and displaying information about a media buying option when it is selected.

20.   Apparatus for graphically displaying media buying options, the apparatus including a computer operable to read either a local or remote computer memory containing one or more cost attributes and exposure attributes for each of a plurality of media buying options and cause to be displayed, on a computer display a plot of available media buying options, wherein the media buying options are plotted against a first axis corresponding to their respective cost attribute and a second axis corresponding to their respective exposure attribute.

21.   The apparatus of claim 20, operable to evaluate a set of media buying options identified by data in said computer memory against filter criteria and displaying only the media buying options that satisfy the filter criteria.

22.   The apparatus of claim 20 or claim 21, wherein the computer computes and causes to be displayed an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over the range of cost for the available media buying options.

23.   The apparatus of claim 22, wherein the indicator is a line or band showing the outer limit of media buying options that maximise or minimise the exposure attribute per unit cost.

24.   The apparatus of claim 23, wherein the line or band is computed so as to have only one or a positive or a negative gradient along substantially the entire length of the line or band.

25.   The apparatus of any one of claims 20 to 24, wherein when repeat purchases of a media buying option are possible, the computer causes each media buying option to be plotted so as to indicate the number of times that that media buying option has been selected.

26. The apparatus of any one of claims 20 to 25, wherein the computer is further operable to display a second plot having a first axis corresponding to or relating to said cost attribute and a second axis corresponding to or relating to said exposure attribute and plot in said second plot only previously selected media buying options.

27. The apparatus of claim 26, wherein the computer is operable to plot the media buying options in the second plot according to the negative of their cost and/or exposure attributes.

28. The apparatus of claim 26 or claim 27, wherein the computer is operable to, for said second plot, compute and display an indicator of the media buying option or options that minimise the exposure attribute per unit cost over the range of cost for the available media buying options.

29. The apparatus of claim 28, wherein the indicator of the media buying option or options that minimise the absolute value of the exposure attribute per unit cost is a line or band drawn through the plot.

30. The apparatus of claim 29, wherein the line or band is an average of the options that minimise the exposure attribute per unit cost for each of a plurality of segments of the plot.

31. A computer-implemented method for graphically displaying media buying options, the method including:
a) calculating or retrieving from memory two or three attributes of each media buying option to be displayed and graphically plotting in a plot each media buying option against said two or three attributes, wherein at least one of said attributes is an exposure attribute;
b) recalculating the exposure attribute or retrieving a new exposure attribute and updating the plot at least when a variable affecting the value of the exposure attribute of one or more media buying options is changed.

32. The method of claim 31, including performing step b) when a media buying option is selected or deselected for purchase.

33.   The method of claim 31 or claim 32, including performing step b) when parameters that affect what media buying options are to be displayed are varied.

34.   The method of any one of claims 31 to 33, including differentiating in said plot any media purchase options that have been previously selected from those that have not been selected.

35.   The method of claim 34, wherein when repeat purchases of a media buying option are possible, the method includes identifying in said plot the number of times each media buying option has been selected.

36.   The method of claim 35, further including identifying in said plot the number of times each media buying option has been selected by displaying each media buying option as a number in said plot, the number indicating the number of times that media buying options has been selected.

37.   The method of any one of claims 31 to 36, including providing an option for the user to display, in a second plot only previously selected media purchase options.

38.   The method of claim 37, wherein media buying options plotted in the second plot are plotted by the negative of their cost and/or exposure attributes.

39.   The method of claim 37 or claim 38, including providing in the second plot an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

40.   The method of any one of claims 31 to 39, wherein one of said attributes is a cost attribute.

41.   The method of any one of claims 31 to 40, further including allowing a user to select a plotted media buying option and displaying information about a media buying option when it is selected.

42.   Apparatus for graphically displaying media buying options including a computer

operable to:

a) calculate or retrieve from memory two or three attributes of each media buying option and graphically plotting each media buying option against said two or three attributes, wherein at least one of said attributes is an exposure attribute;

b) recalculate the exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options is changed.

43. The apparatus of claim 42, wherein the computer performs step b) when a media buying option is selected or deselected for purchase.

44. The apparatus of claim 42 or claim 43, wherein the computer is operable to allow a user to select a media buying option and display a plot of only previously selected media buying options.

45. The apparatus of any one of claims 42 to 44, wherein the computer is operable to cause to be displayed, in a second plot against an exposure attribute and one or two other attributes, only any previously selected media purchase options.

46. The apparatus of claim 45, wherein media buying options plotted in the second plot are plotted by the negative of their cost and/or exposure attributes.

47. The apparatus of claim 45 or claim 46, wherein the second plot includes an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

48. The apparatus of any one of claims 42 to 47, wherein one of the attributes is a cost attribute.

49. The method of any one of claims 1 to 19 or 31 to 41 when applied to the display of media buying options for a broadcasting business, for example television or radio.

50. The apparatus of any one of claims 20 to 30 or 42 to 48 when used to display media buying options for a broadcasting business, for example television or radio.

51. A computer-implemented method for graphically displaying media buying options as claimed in either claim 1 or claim 30 and substantially as herein described.

52. Apparatus for graphically displaying media buying options substantially according to any one of the embodiments herein described with reference to the accompanying drawings.